



Montana Tobacco Use Prevention Program
reACT! Against Corporate Tobacco
Youth Empowerment Mini-Grant Program

Tobacco Days of Action
Mini-Grant Application Packet

Application Deadline: Friday January 12th, 2007

*Interested applicants may contact Erin Kintop for technical assistance
or questions regarding the application process at:
Telephone: (406)444-6911 ~ E-mail: ekintop@mt.gov*

12/01/2006

Dear Applicant:

This past September, the Montana Tobacco Use Prevention Program (MTUPP), in collaboration with its *reACT! Against Corporate Tobacco* youth empowerment movement, solicited applications for its first year long mini-grant cycle. Now to continue to expand the funding opportunities provided by our program we are offering funds for awareness activities surrounding the Tobacco Days of Action. One of the goals of MTUPP and *reACT* is to reduce the number of Montana youth who begin to use tobacco by encouraging them to fight corporate tobacco influence. To attain this goal, one of the focuses of *reACT* is to support and facilitate coalitions in creating and implementing anti-tobacco industry activities.

We are currently offering grants with a **maximum award of \$500** for specific activities on one or more of the Tobacco Days of Action. If you are interested and are in need of funds to complete activities and projects around these days of action, please take this opportunity to apply. Funds will be available for use two weeks before Through with Chew week and ending two weeks after Kick Butts Day, in order for groups to have ample time to create, fund, and implement their plans.

Applications will be available **Friday, December 1st** and, since it is a busy time of year, the applications will be **due on Friday, January 12th**, in order for everyone to have sufficient time to apply. To be eligible for funds please submit the following application, filled out in its entirety, **including the invoice**, to Erin Kintop via the contact information provided. Please note that in order to better support our grantees the Montana Tobacco Use Prevention Program will be offering support in the form of technical assistance or training in specific subject areas. If you are interested in additional support, simply contact Erin Kintop at the information listed below.

Please refer to the criteria and important information portions below to see if you qualify to apply. Also consult the grantee selection criteria, *reACT*101 informational sheet, important information points and *reACT* goals so that grantee expectations are understood.

reACT! Against Corporate Tobacco Goals:

- Decrease the initiation rate of tobacco use among youth.
- Increase awareness of *reACT* and MTUPP programs.
- Encourage youth-led anti-corporate tobacco projects.
- Increase awareness of corporate tobacco's targeting of youth.
- Increase media literacy, peer education, and grassroots advocacy of tobacco use programs.
- Provide funding for anti-corporate tobacco awareness activities while incorporating the five educational components of *reACT* (education, activism, art, branding, and media).

Grantee Selection Criteria:

- Benefit to short/long term goals of *reACT*.
- Educational benefit for youth and community.
- Creativity/Originality of planned activities.
- Cost effectiveness of project.
- Youth involvement and leadership.

Important Information:

- Funds are designed to assist with implementing advocacy activities surrounding Through With Chew Week and Kick Butts Day.
- Youth applying for a grant must have an adult signature on the application and adult guidance in coalition activities.
- Grantees must submit a completed application, including an invoice, in order to be considered for funding.
- Awards are available for use from **Friday, January 19th, 2007 to Friday April 13th, 2007.**
- Grantees must complete a final report at the end of the grant cycle. The report form will be sent out **Friday, April 13th and due back Friday, April 27th.** Youth grantees, preferably accompanied by an adult grant advisor, are highly encouraged to attend and present on their tobacco prevention experience at the *reACT! Against Corporate Tobacco* teen summit **June 24th-27th 2007 at Carroll College in Helena.**
- Grantees are required to submit any media coverage of completed activities. **All media must be approved** by MTUPP staff prior to release and contain the *reACT! Against Corporate Tobacco* logo.
- Distributed funds must be used for completion of *reACT* specific goals. Failure to comply with this requirement will result in fund termination and inability to apply for future *reACT* grants. Although there is a \$500 maximum fund award, **please only apply for the amount of funds needed in your specific group** so that as many coalitions as possible can receive funding.

Thank you so much for applying!!

Erin Kintop, AmeriCorps* VISTA
Montana Tobacco Use Prevention Program
1400 Broadway
P.O. Box 202951
Helena, MT 59620-2951
(406)444-6911
(406)444-7465(fax)

Tobacco Days of Action Mini-Grant Timeline:

Monday December 1 st	Start Application and Invoice Process
Friday January 12 th	Applications and Invoices Due
Friday January 19 th	Notice of Acceptance Activities can Begin
Monday February 5 th	Funds Distributed
Sunday February 18 th -Saturday February 24 th	Through with Chew Week
Wednesday March 28 th	Kick Butts Day
Friday April 13 th	Due Date for Fund Use Sent out Final Report
Friday April 27 th	Final Reports Due

REACT! 101- INFORMATION SHEET

General Info

>What is *reACT*?

reACT! Against Corporate Tobacco is Montana's teen-led movement against the tobacco industry. Funded and staffed by the Montana Tobacco Use Prevention Program, *reACT* joins statewide youth empowerment movements across the country in recognizing the power of young people to effectively take on one of our leading preventable causes of death--tobacco use. In a nutshell, *reACT* is media literacy, peer education, and grassroots advocacy all rolled into one!

>How did *reACT* start?

The beginnings of *reACT* can be traced to the Teen Leadership Team, which first convened in January 2006. These 19 teens from across the state were brought together to essentially create the movement- including selection of the name, logo and key messages. *reACT*'s kickoff summit was held at MSU-Bozeman in June 2006. At the summit, which will now be an annual event, 140 teens gathered to learn about *reACT* and how to take action in their communities.

>What are the key messages of *reACT*?

Tobacco companies spend billions of dollars marketing to youth, since they need to replace the over 400,000 customers that die annually. And it works--most tobacco users report starting in their teens.

Since teens are being targeted, it is the mission of *reACT* to spread the knowledge that it's happening, and encourage teens to take action against it!

reACT is against corporate tobacco- tobacco which is marketed and sold with the intent of addiction and profit. *reACT* understands and respects this distinction from ceremonial or traditional tobacco, which is sacred in the Native American community.

reACT is not against those who use tobacco, but rather, the industry that promotes, addicts, and profits from it. *reACT* aims to **denormalize** and **deglamorize** tobacco.

>Why *reACT*?

Many teens have somewhat of an 'immortality complex'- they don't believe tobacco will harm them, or think that they can quit before addiction or harm occurs. Therefore, traditional health messaging regarding tobacco often doesn't resonate with them.

Teens, with a little adult guidance, know what types of messaging and activities work best for their peers.

Teens hate to feel manipulated or taken advantage of! When tobacco prevention is presented within the youth empowerment framework, it often inspires them to action.

Youth love creative expression/rebellion, and youth empowerment movements such as *reACT* give them a structured, safe and meaningful way to be involved in such efforts.

A 'branded' movement will increase the continuity of programming activities in tobacco prevention across Montana, and also give involved teens a common bond statewide.

>The five educational components of *reACT* are:

◇ education ◇ activism ◇ art ◇ branding ◇ media

reACT Frequently Asked Questions

1) My teen didn't attend the summit in June--can they still be a part of reACT?

YES! We invite all teens throughout Montana to be involved in *reACT*. We also encouraged teens at the summit to spread the word in their communities, and provided them with resources to involve their peers in the recruitment effort.

2) How do I link up with the teens from my area that attended the summit?

MTUPP has an Excel spreadsheet listing summit participants and their contact information. Just email us to request it!

3) We already have a local youth coalition; do we have to have a separate reACT group?

No. *reACT* can easily become a part of your existing youth coalition. Think of *reACT* like a message to promote, and your group as a mechanism to spread that message. You can certainly use *reACT*'s logo and messaging as you do teen activities in your community, but you can do that under the umbrella of your existing group.

4) Can I make my own reACT gear?

YES! If you don't already have the logo, just email us for an electronic copy. And if you need gear ideas, just ask!

5) How does having a 'branded' youth movement affect MTUPP and local activities?

In an effort to ensure continuity and consistency in messaging across the state, we will begin branding all MTUPP-produced youth prevention materials with the *reACT! Against Corporate Tobacco* logo and messaging. We will encourage youth-focused media developed on the local level to include *reACT* messaging whenever possible.

6) What resources is the state providing to support reACT?

How can I start a reACT group in my community?

To assist in either starting or sustaining a *reACT* group on the local level, we are in the process of developing fact sheets (like this one), and promotional materials like gear, palm cards, brochures, etc. Training sessions (for adults or teens) are also available- just call to ask! Mini grants will also be available from September-May.

7) *So reACT is for teens- but what if a 12 year old wants to be involved?*

reACT is based on the premise that 12 year olds (and younger) will want to be involved, much like high schoolers want to do what college students are doing. It's almost like peer mentoring. The goal is to frame tobacco prevention as an acceptable, even somewhat 'cool', activity. Also, there is a certain maturity level needed to understand the concept of the tobacco industry and its approaches, and based on careful analysis of other states' experiences, the 13-18 age group was selected as ideal for this movement.

8) *What's the deal with statewide initiatives?*

Statewide initiatives, such as the Fair Game initiative developed at the teen summit, are collaborative projects which teens all across the state work on at one time. They are definitely NOT the only thing your *reACT* group can and should be doing- but it is one project or focus area that we expect to have major impact with so many youth working on it. There may also be some special *reACT* action items or projects that come up throughout the year—we will always keep you updated!

9) *What is next for reACT?*

Mini grants, recruitment for a new Teen Leadership Team, local coalition support, website development, and summit follow-up will keep us very busy over the next few months!

10) *Who are the reACT staff and what are their main responsibilities?*

Katy Pezzimenti- *Statewide Youth Empowerment Coordinator* 444-7896

Grassroots promotion, training and recruitment

Resource development

Teen Leadership Team oversight

Youth media approval

Alisha Benson- *Youth Health Education Specialist* 444-7373

Strategic partnerships/collaboration with MTUPP-funded entities

Lead contact with UIM logistics and support piece

Budget assistance with all *reACT* related activities

Erin Kintop- *Ameri-Corps*VISTA Youth Empowerment Grants Coordinator* 444-6911

Mini-Grant process (creation, promotion, selection, TA, evaluation)

Assistance with all *reACT* related activities

12) How can adults best support the reACT movement?

In a youth empowerment movement, it's important to understand and recognize the role of adults. You'll often hear it referred to as "youth-led, adult-guided". What does that mean? A simple formula encourages adults to:

EDUCATE-- inform teens about why and how to get involved

MOTIVATE-- inspire them to action and support their ideas

ADVOCATE-- for them within your organization, school, community, etc.

If you've made it this far, you are a *reACT* expert! Feel free to contact us if you have any questions.

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Great Website Resources

CAMPAIGN FOR TOBACCO-FREE KIDS

www.tobaccofreekids.org and www.standoutspakeup.org

The Campaign for Tobacco-Free Kids is building a healthier future for our children by public attitudes and public policies regarding tobacco use. It strives to prevent kids from smoking, help smokers quit, and protect everyone from second-hand smoke. Its site provides the latest data, state specific fact sheets, special reports, a tobacco ad gallery and more.

KICK BUTTS DAY

www.kickbuttsday.org

The Kick Butts Day website is your resource to create your own KBD activity, and to stay involved in the fight against Big Tobacco throughout the year. Activity guides, register your event, and browse through activity ideas, media materials and additional resources.

CENTERS FOR DISEASE CONTROL GOVERNMENT WEBSITE FOR YOUTH TIPS

www.cdc.gov/tobacco/tips4youth.htm

A section just for kids (educators and parents too) on the Centers for Disease Control website.

IGNITE

www.ignitegeneration.org

Ignite is a national organization created and run by youth. Its goal is to hold public officials accountable for allowing tobacco companies to continue to target kids.

THROUGH WITH CHEW

www.throughwithchew.com

The Through with Chew website is your resource to create your own TWC activity. Take a survey, get quit help, read their newsletter, post an event, or see what's happening where you are.

TRUTH

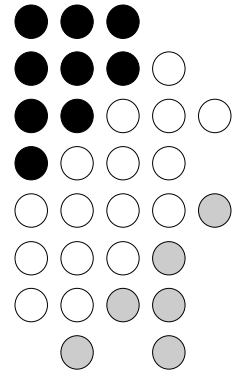
www.thetruth.com

Truth is a nationwide teen tobacco prevention movement. This website provides some great information about possible projects and activities.

MONTANA TOBACCO USE PREVENTION PROGRAM WEBSITE

<http://tobaccofree.mt.gov/>

The official website of the Montana Tobacco Use Prevention Program. A great resource for tobacco prevention advocates looking for Montana-specific information- research, program activities, etc.



Possible Ideas for Mini-Grant Use

Create a message about Big Tobacco and let your school know by presenting your information over the **School Announcements**.

Create awareness activities which include **Statistical Tobacco Facts**. Let people know everyday 1200 people die from using tobacco or being exposed to second hand smoke or that every 72 seconds one person dies from a tobacco related disease.

Give **Educational Presentations** to younger students letting them know about Big Tobacco's lies.

Chalk the Sidewalks around your school. Display anti-Big Tobacco messages in a fun and creative way.

Create a **Cool Magazine**. Include facts, poems, tobacco company quotes, reACT group info, drawings, and pictures. Include anything you think is creative and will get your message across.

Create a Pledge Wall. Have people write a messages and pledge to quit using tobacco or prevent others from starting.

Have t-shirt, art, billboard design, posters, or public service announcements **contests at your school**.

Take it to the Streets. Create signs and posters with quotes from Big Tobacco and walk around your community. Let them know what the tobacco companies really think.

Create a Memorial to the over 440,000 people who die each year in the U.S. or the 1400 that die in Montana as a result of tobacco related disease complications. Make up nametags (hello my name is), crosses, ect. to signify all the people we've lost in the last year.

Graffiti Tobacco Ads. Collect tobacco ads and graffiti all over them; write youth tobacco facts, personal messages, or Big Tobacco quotes and send the ads back to their specific tobacco companies.

Create a Play or put on a Theater Presentation. Focus you message on tobacco prevention and the harmful effects of Big Tobacco.

Use **Media Outlets**. Create public service announcements, hold a press conference, do interviews, write a letter to your newspaper, or go on the radio to get your message across.

Write Letters to your school administrators, legislators, newspaper editors, or other executives.

Knock Out Tobacco Ads. Gather as many tobacco ads as you can, create a mural, and destroy the ads by painting tobacco facts or other info all over it, then display it for your school.





TOBACCO USE PREVENTION PROGRAM



**Montana Tobacco Use Prevention Program/
reACT! Against Corporate Tobacco
Tobacco Days of Action Mini-Grant Cycle Application**

Before filling out the application, please refer to the information provided in the attached letter. Please fill out all relevant parts and return to Erin Kintop at the contact information provided below no later than Friday January 12, 2007 by close of business.

(1) Basic Applicant Information:

Name of Sponsor Group/Organization: _____

Mailing Address of Sponsor Group/Organization: _____

Sponsor Group/Organization Phone Number: _____

Advisor/Adult Name, Mailing Address, Phone Number and Email: _____

Primary Youth Contact Name, Mailing Address, Phone Number and E-mail: _____

(2) Project Description and Budget:

Please describe your coalition and the proposed projects or activities you plan to coordinate in a brief narrative. Please include information such as: the name of your coalition (if applicable), what actions will be taken, who will be in charge of the action, when the action will start and be completed, and expected cost. Please include what Tobacco Days of Action you will be focusing on and what activities you plan to coordinate on that day(s). Use as much detail as possible and attach additional paper if necessary.

(3) Questions:

Please answer the following questions in as much detail as possible and attach additional pages if necessary:

1. What specific community do you hope to reach with your project?

2. What goals do you hope to accomplish by the end of your grant cycle?

3. MTUPP reACT staff are available for trainings, additional information, and help promoting and completing projects. Would your group be interested in any additional support? If so, please list below.

4. How will this project influence the decrease in initiation of tobacco use by Montana youth?

5. In what ways will your activities incorporate the five educational components of reACT (education, activism, art, branding, and media)?

6. Are you currently receiving tobacco prevention funding? If so, please explain.

(4) Invoice

Please fill out the attached invoice for prompt payment of grant funds should your program be selected. This is a necessary part of the application, and you will not receive funds unless you complete an invoice.

(5) Verification/Signature

Signature of Youth Applicant(s) _____

Signature of Adult Advisor(s) _____

Thank you so much for applying! Please refer to the above timeline for important scheduled events. If you have any questions regarding the application, mini-grant funds, or *reACT* in general, please contact me!

Erin Kintop
1400 Broadway
P.O. Box 202951
Helena, MT 59620-2951
(406) 444-6911
(406) 444-7465 (fax)

[Insert letterhead here, if applicable]

Invoice

Erin Kintop
Montana Tobacco Use Prevention Program
1400 Broadway
P.O. Box 202951
Helena, MT 59620-2951

DELIVERABLE PAYMENT REQUESTED:

Tobacco Days of Action Mini-Grant Cycle
[Insert Date]

Name:

Address:

Tax ID Number/SSN:

Payment Amount:

Date:

Submitted by: [Your Name]

Signature

Date